

AMENDMENTS TO THE CLAIMS:

The following claims will replace all prior claims in the application. Kindly amend claims 19 and 43 as follows:

Listing of Claims:

1-18. (canceled)

19. (currently amended) An Internet message delivery method, comprising:

(a) logging in a first viewer from one or more viewing stations, wherein said viewing station further comprises a personal computer operatively connected to the Internet;

(b) delivering, after login, viewing ~~behavior~~ selection information of the first viewer from one or more viewing stations which the first viewer is using to a processing system, wherein the processing system and the viewing station are operatively connected to each other through the Internet;

(c) delivering demographic information regarding the first viewer to the processing system;

(d) logging in a second viewer from one or more viewing stations of (a);

(e) delivering, after login, viewing ~~behavior~~ selection information of a second viewer from one or more viewing stations which the second viewer is using to the processing system;

(f) delivering demographic information regarding information of the second viewer to the processing system;

(g) processing at the processing system the after login viewing ~~behavior~~ selection information of the first viewer and demographic information regarding the first viewer delivered to the processing system to select a first viewer multimedia message targeted to the first viewer;

(h) processing at the processing system the after login viewing ~~behavior~~ selection information of the second viewer and demographic information regarding the second viewer delivered to the processing system to select a second viewer multimedia message targeted to the second viewer; and

(i) delivering, responsive to the delivered after login viewing selection information of the first viewer, the first viewer multimedia message to a viewing station of the first viewer;

wherein (i) includes presenting the first viewer multimedia messages when there is a ~~break~~ downloading delay in the availability of the multimedia content for presentation at the viewing station.

20-42. (canceled)

43. (currently amended) A presentation delivery method, comprising:

- (a) logging in by a user to a viewing station;
- (b) delivering a sponsored message over the Internet to the viewing station;
- (c) pre-caching the delivered sponsored message at the viewing station;
- (d) delivering multimedia content over the Internet to the viewing station;
- (e) presenting the delivered multimedia content at the viewing station; and
- (f) presenting the pre-cached sponsored message at the viewing station at a time when the multimedia content is at least substantially not available;

wherein the multimedia content is not available because (d) includes a ~~break~~ downloading delay in the delivering of the multimedia content.

44-50. (canceled)